

THE CAR

THE WORLD RESPECTS



The McLAUGHLIN-BUICK EIGHT FOR 1933 IS THE FINEST McLAUGHLIN-BUICK EVER BUILT

We invite your close attention to the following pages. You will find each of the twenty-five models of the 1933 McLaughlin-Buick Straight Eight illustrated. You will see important mechanical features and improvements pictured and explained. Many of these features are familiar to McLaughlin-Buick owners . . . many are new and were adopted only after the most exacting tests proved them to be practical



and in keeping with the general tone and character of the new McLaughlin-Buick.

No illustrations, however faithful in detail; no explanations, however lucid, could possibly take the place of a personal experience at the wheel, so, we suggest that you drive one of these new McLaughlin-Buicks. Then you will realize why McLaughlin-Buick is a sound automobile investment.

The new McLaughlin-Buicks for 1933 are the finest ever built; for they incorporate new styling and new improvements which provide even greater beauty and smoothness and a higher degree of safety and riding comfort.

To a considerable extent, these new features reflect the expressed tastes and desires of Canadian motorists. For this year, McLaughlin-Buick *knows* what Canadians want in an automobile designed for 1933.

Perhaps you remember: During September and October we submitted a questionnaire to thousands of automobile owners, living in all parts of Canada. We "asked the motorist" for his practical automobile ideas.

Of course, our engineers were already planning ahead for new models—in the

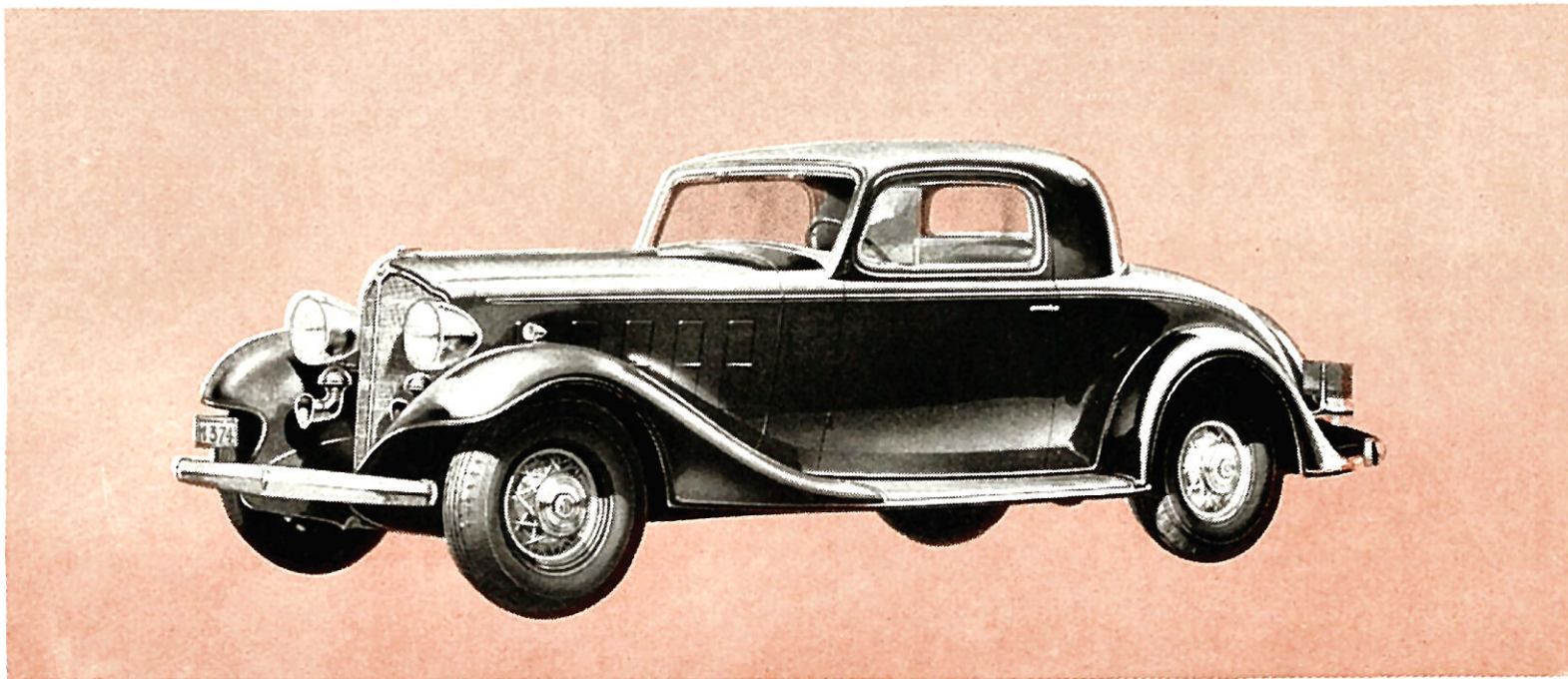
factories, laboratories and on the Proving Grounds. But we wanted a final check, from the "driver's point of view." And thousands of motorists answered, telling us in their own way what they want in their next car.

We have confidence that these motorists will welcome the new McLaughlin-Buicks. Here is new smartness . . . harmonizing with today's demand for a lower car. Here is interior luxury and convenience such as you yourself would specify. Here, too, are new features which evidently increase the ease and pleasure of driving.

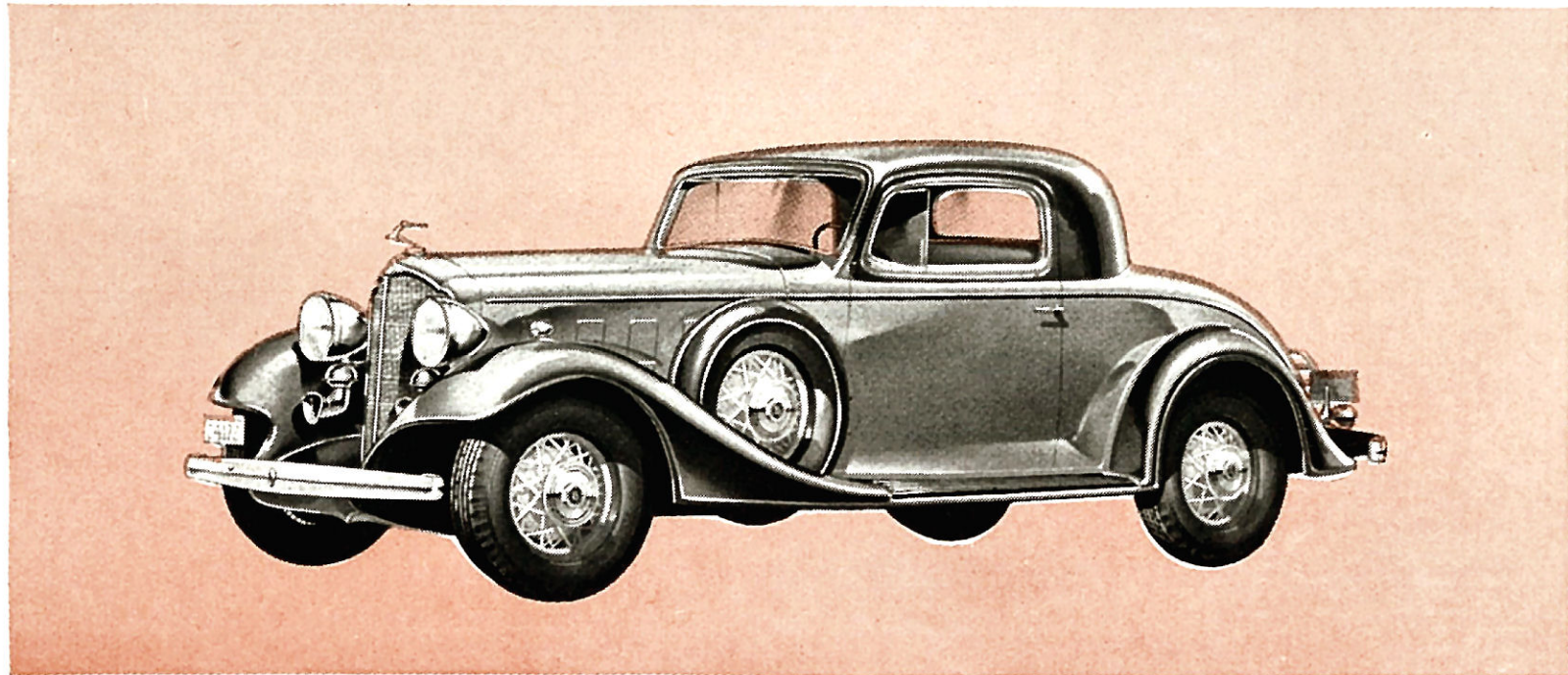
Here, in brief, is another McLaughlin-Buick to carry forward the traditions of sound, reliable building that have so enlisted the loyalty of owners that more than eight out of ten buy McLaughlin-Buicks again and again.

1 1 9 I N C H W H E E L B A S E

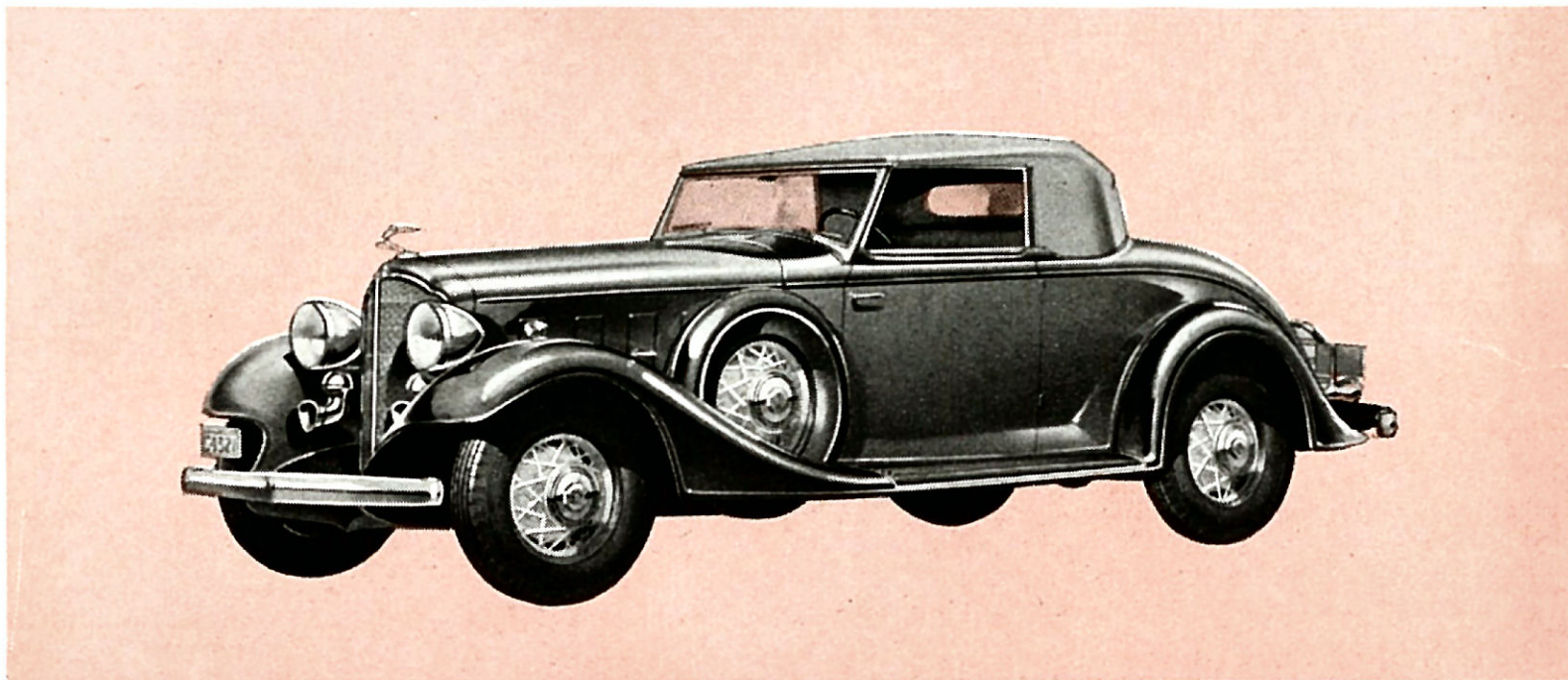
McLAUGHLIN-BUICK'S low-priced 33-50 Series brings to Canadian motorists the same high standards of stamina, beauty, comfort and sterling performance which are characteristic of the larger McLaughlin-Buick cars. Seven distinct body types provide a well-balanced selection to satisfy every personal and family need.



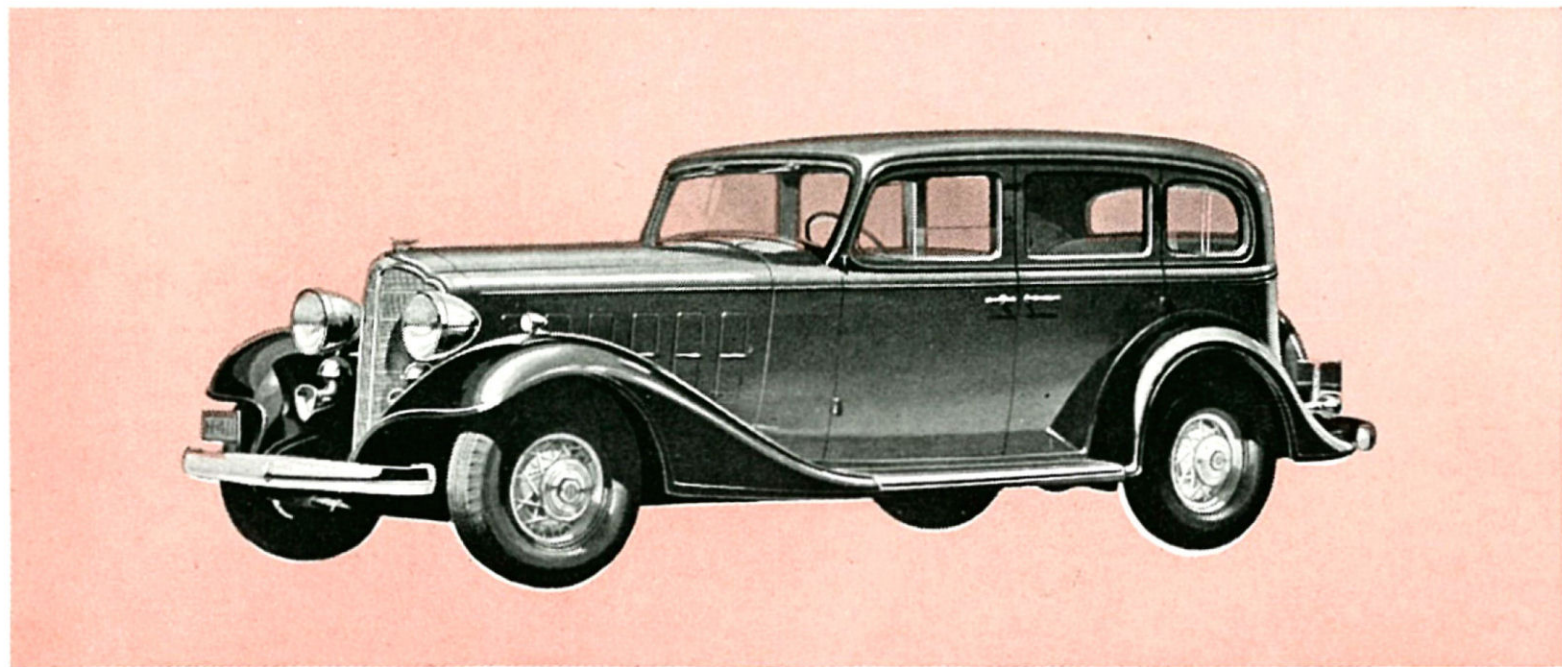
MODEL 8-56 TWO-PASSENGER STANDARD COUPE ● 119 inch Wheelbase



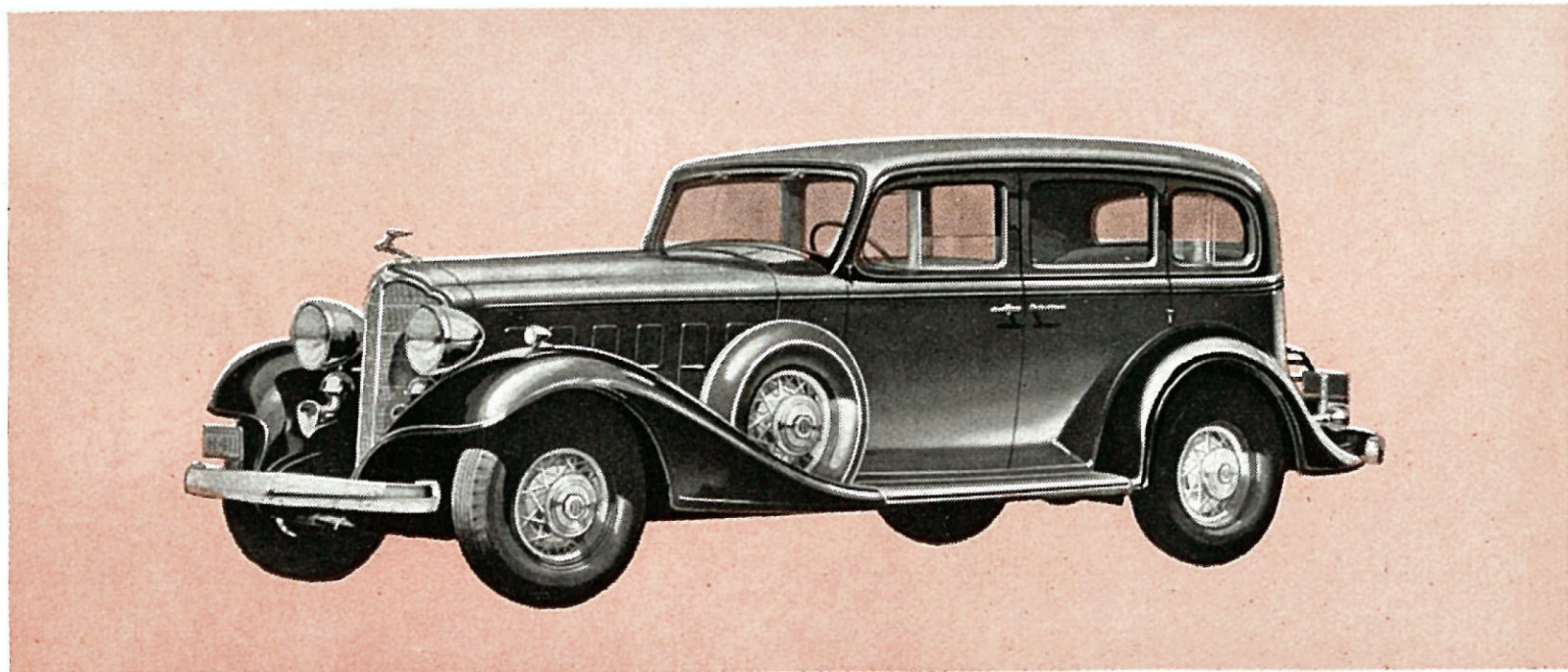
MODEL 8-56S FOUR-PASSENGER SPECIAL COUPE (RUMBLE SEAT)
119 inch Wheelbase



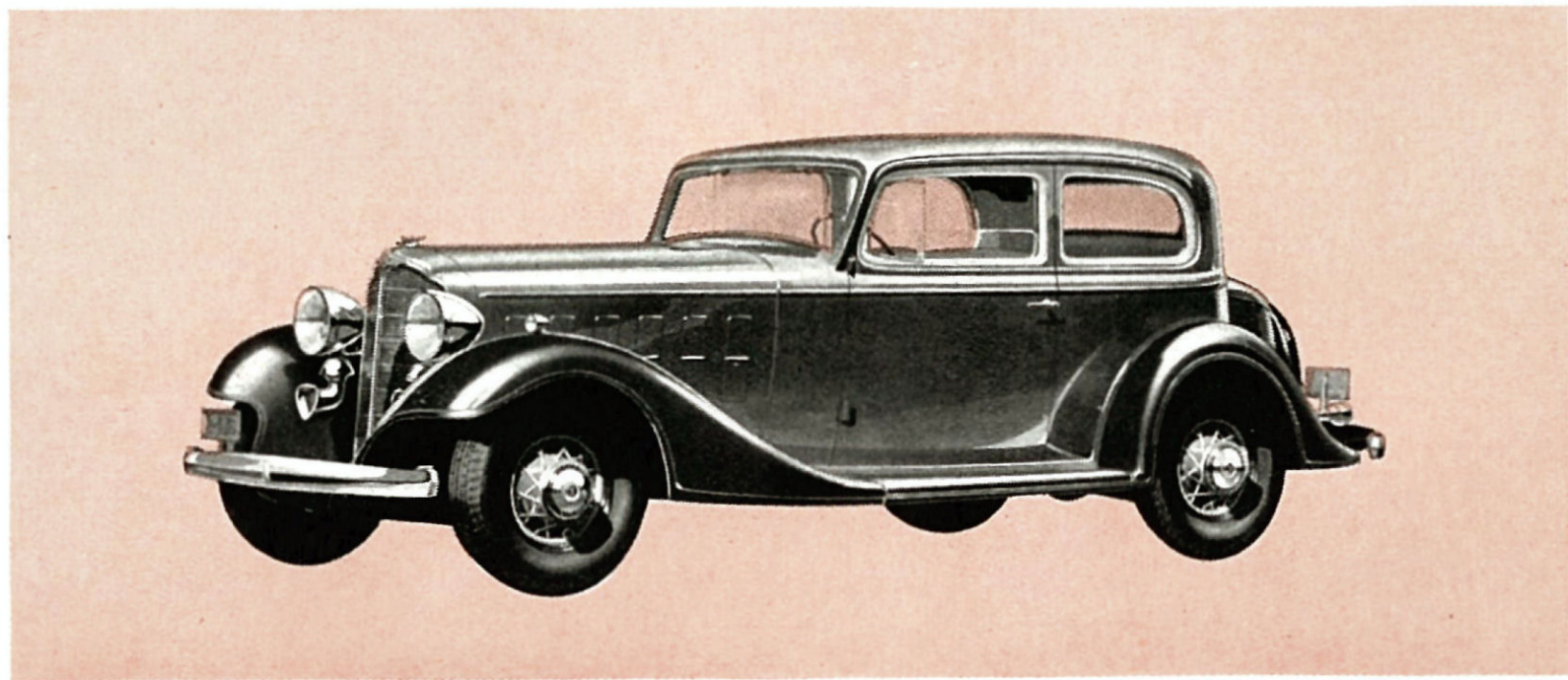
MODEL 8-56C FOUR-PASSENGER SPECIAL CONVERTIBLE COUPE (RUMBLE SEAT)
119 inch Wheelbase



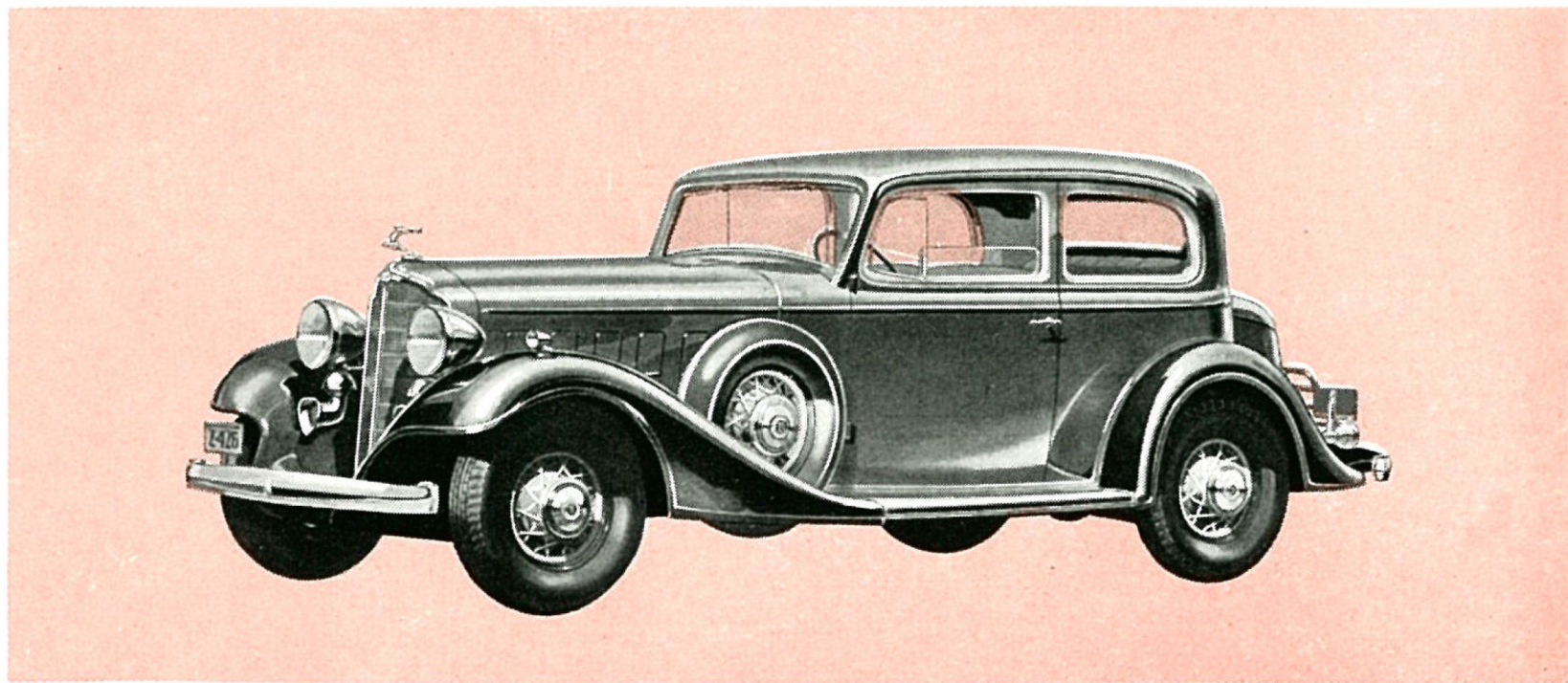
MODEL 8-57 FIVE-PASSENGER STANDARD SEDAN ● 119 inch Wheelbase



MODEL 8-57S FIVE-PASSENGER SPECIAL SEDAN ● *119 inch Wheelbase*



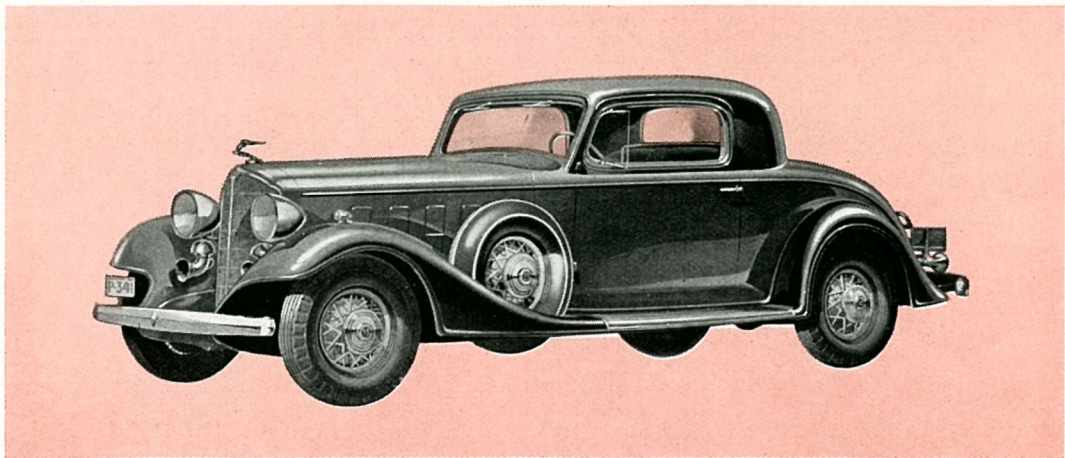
MODEL 8-58 FIVE-PASSENGER STANDARD COUPE, WITH TRUNK
119 inch Wheelbase



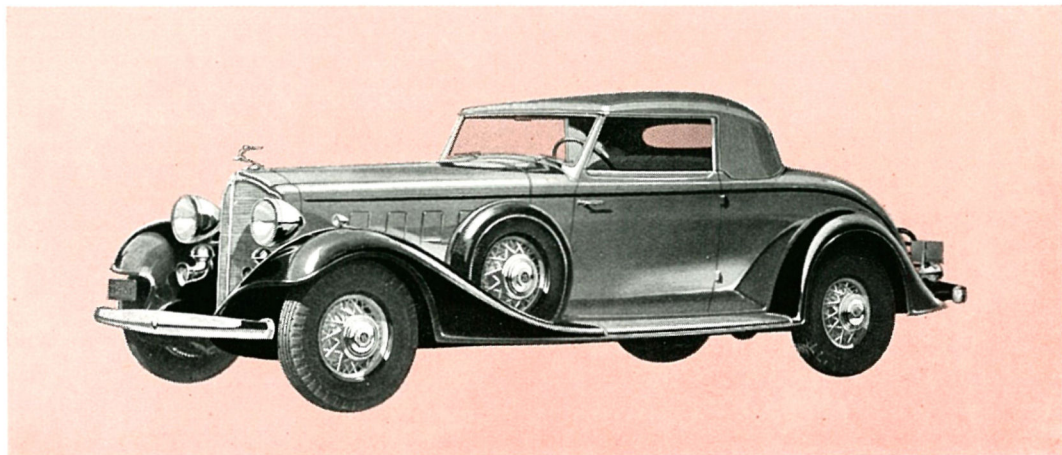
MODEL 8-58S FIVE-PASSENGER SPECIAL COUPE, WITH TRUNK
119 inch Wheelbase

1 2 6 I N C H W H E E L B A S E

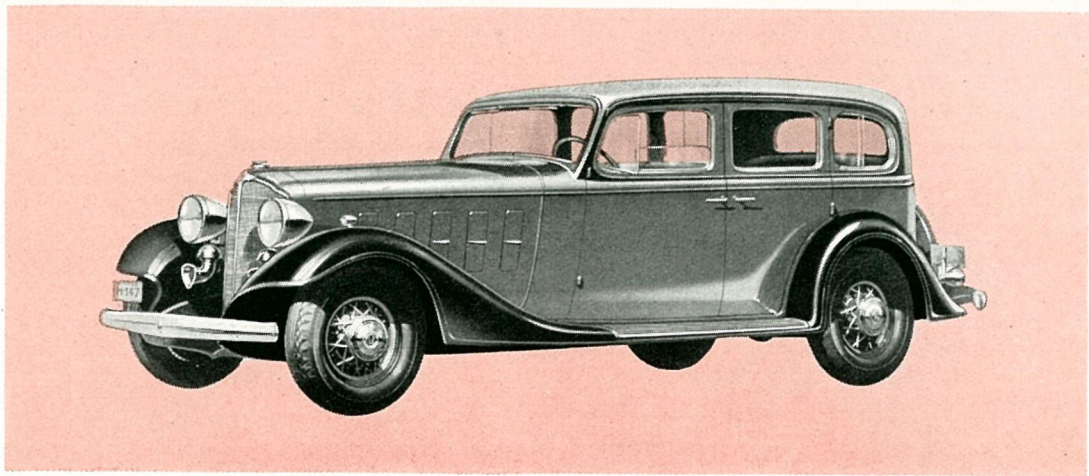
THESE seven truly fine cars comprising the 33-60 Series on a wheelbase of 126 inches offer a variety of models from which to select an exceptionally smart and roomy car for personal, business or family use. As in all the 1933 McLaughlin-Buicks, the body is longer and the rear seat is wider.



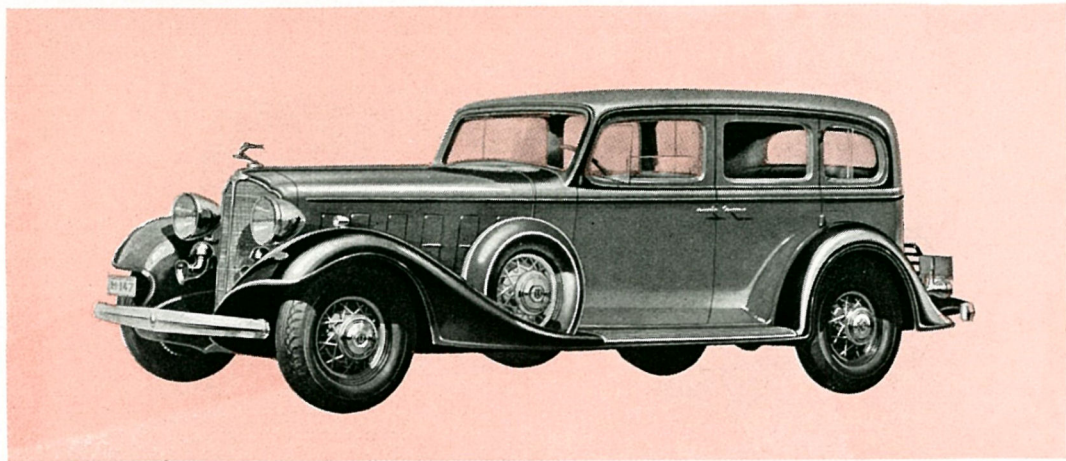
MODEL 8-66S FOUR-PASSENGER SPECIAL COUPE (RUMBLE SEAT)
126 inch Wheelbase



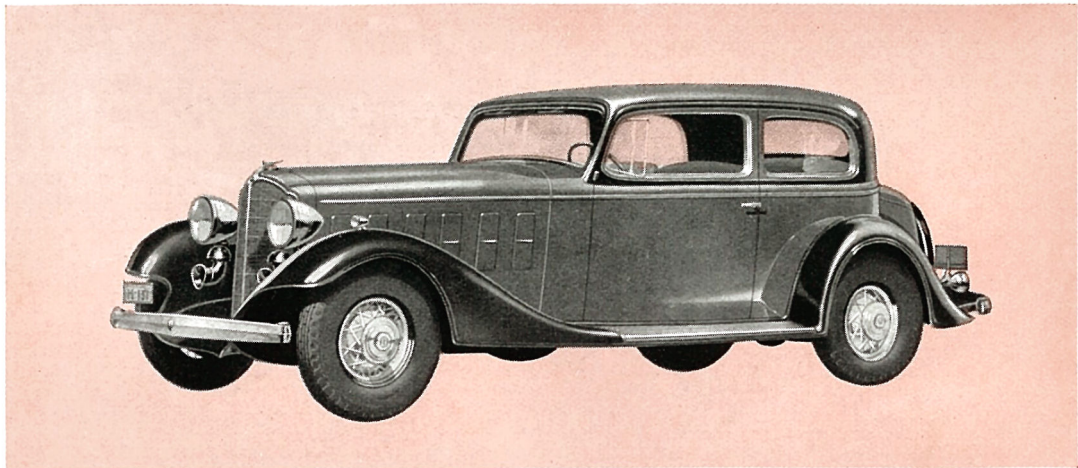
MODEL 8-66C FOUR-PASSENGER SPECIAL CONVERTIBLE COUPE (RUMBLE SEAT)
126 inch Wheelbase



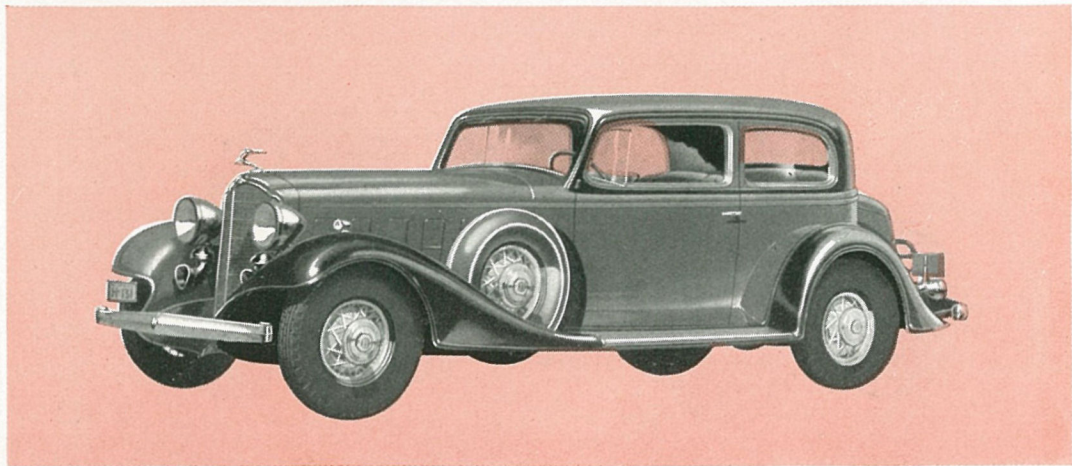
MODEL 8-67 FIVE-PASSENGER STANDARD SEDAN ● 126 inch Wheelbase



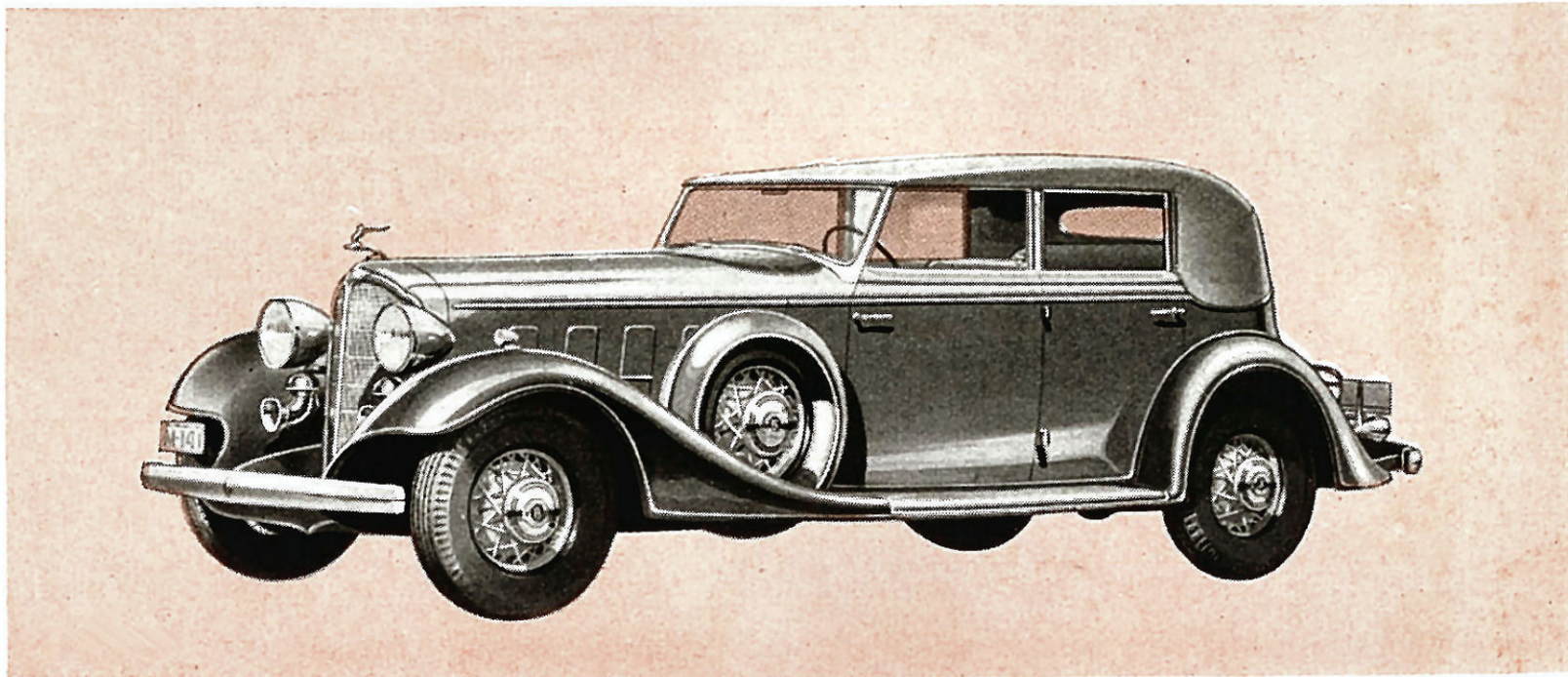
MODEL 8-67S FIVE-PASSENGER SPECIAL SEDAN ● *126 inch Wheelbase*



MODEL 8-68 FIVE-PASSENGER STANDARD COUPE, WITH TRUNK
126 inch Wheelbase



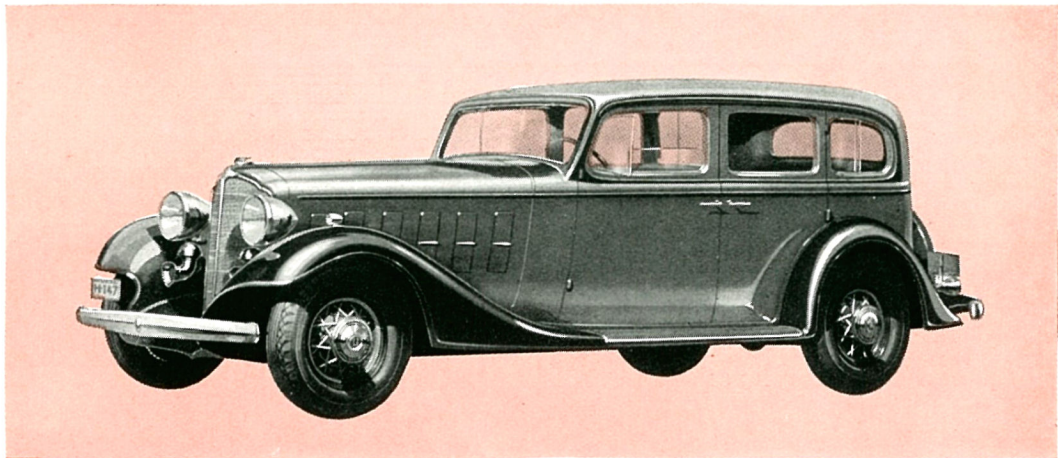
MODEL 8-68S FIVE-PASSENGER SPECIAL COUPE, WITH TRUNK
126 inch Wheelbase



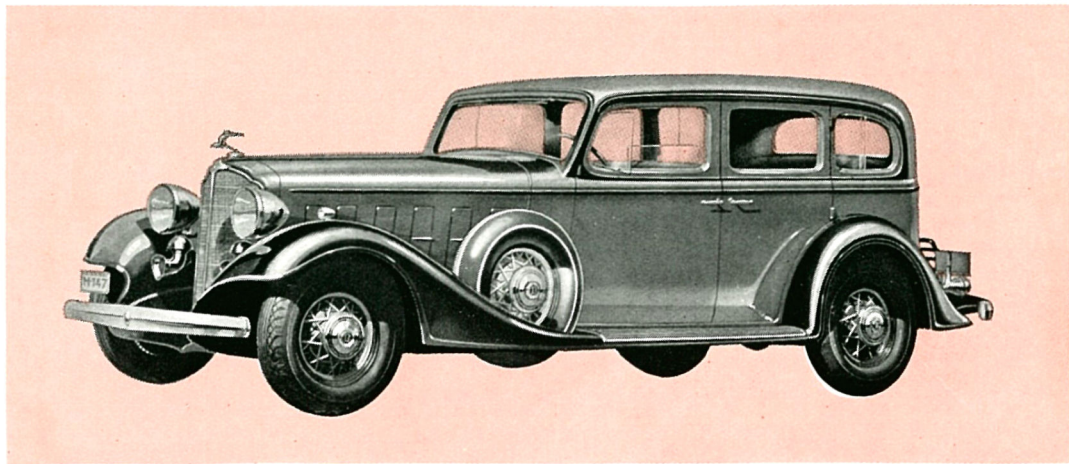
MODEL 8-68C FIVE-PASSENGER SPECIAL ALL-WEATHER PHAETON
126 inch Wheelbase

1 3 0 I N C H W H E E L B A S E

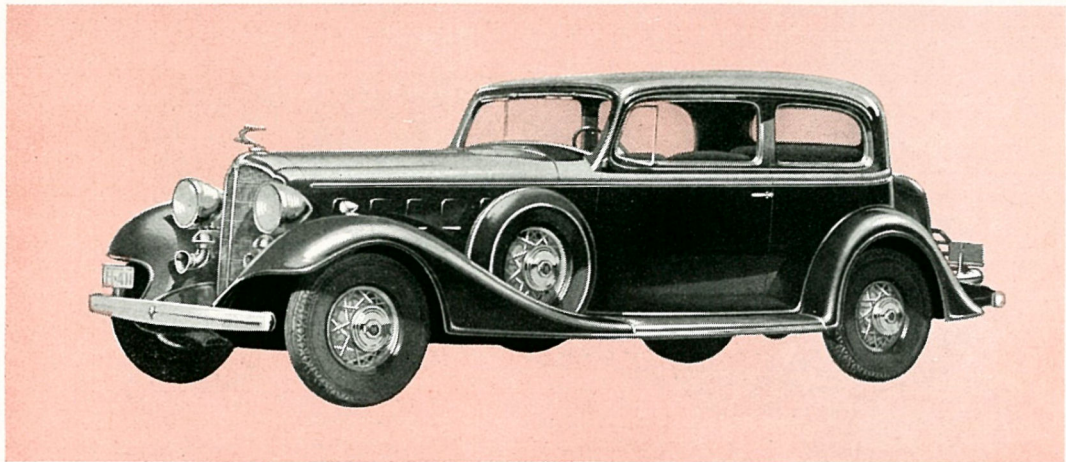
SUPERB creations are the five models in McLaughlin-Buick's new Series 33-80. These fine cars are companion models to the luxurious Series 33-90 in that they carry essentially the same luxurious refinements and equipment; they meet the needs of those who demand the utmost in value on the shorter wheelbase.



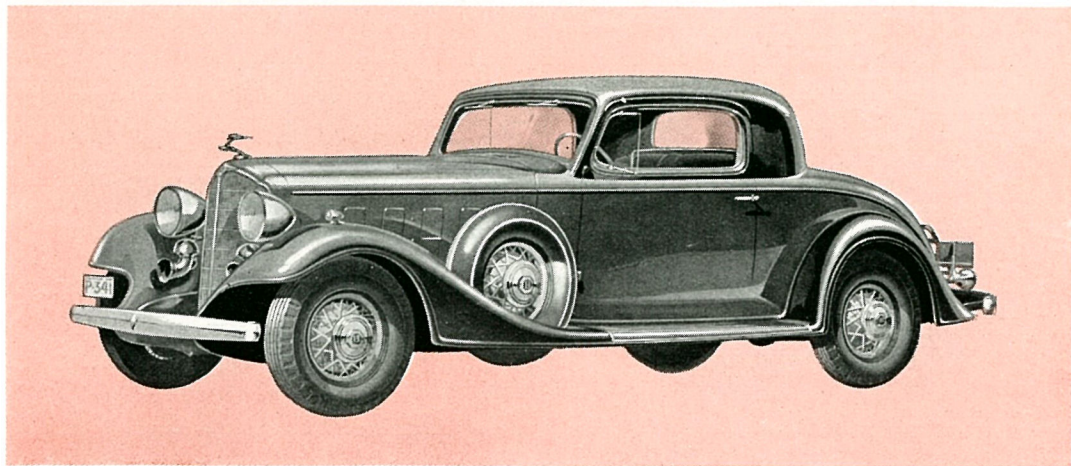
MODEL 8-87 FIVE-PASSENGER STANDARD SEDAN ● 130 inch Wheelbase



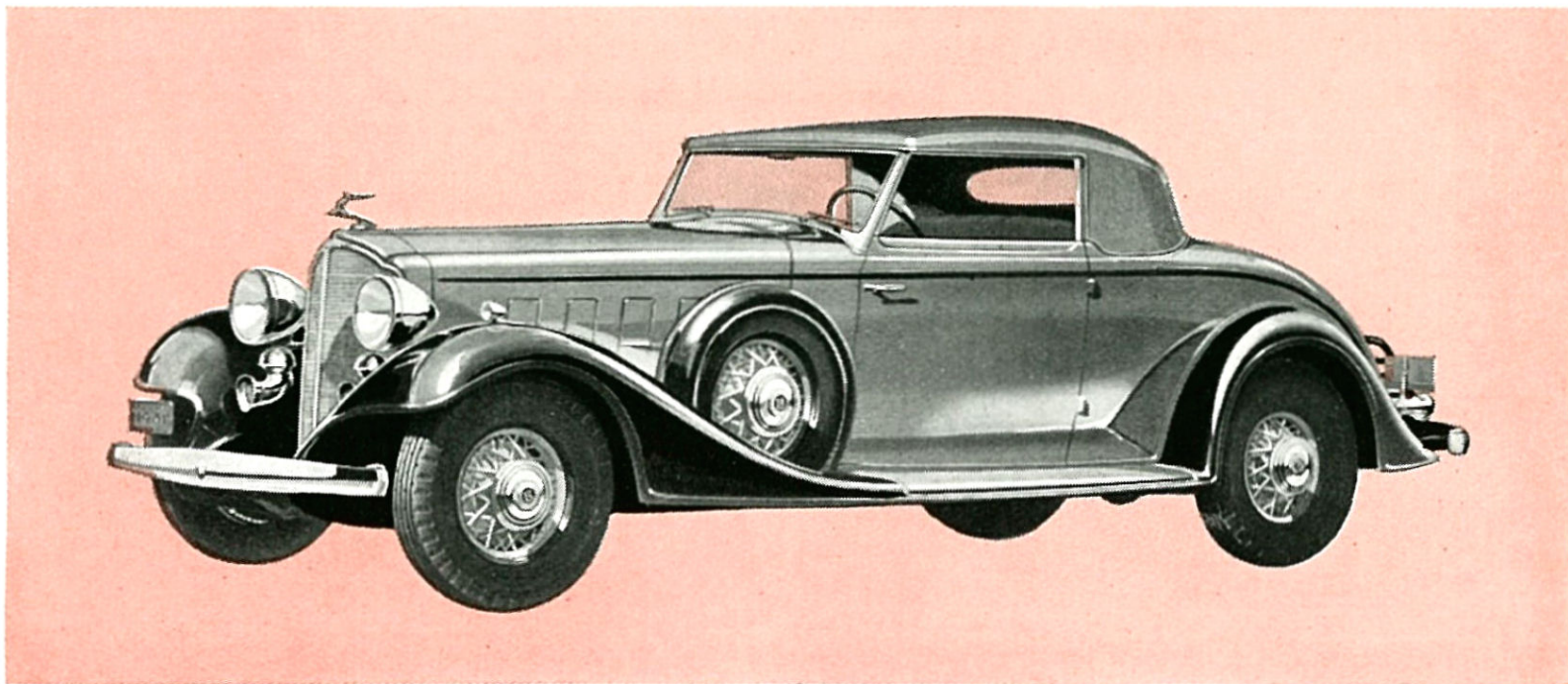
MODEL 8-87S FIVE-PASSENGER SPECIAL SEDAN ● *130 inch Wheelbase*



MODEL 8-86A FIVE-PASSENGER SPECIAL COUPE, WITH TRUNK ● 130 inch Wheelbase



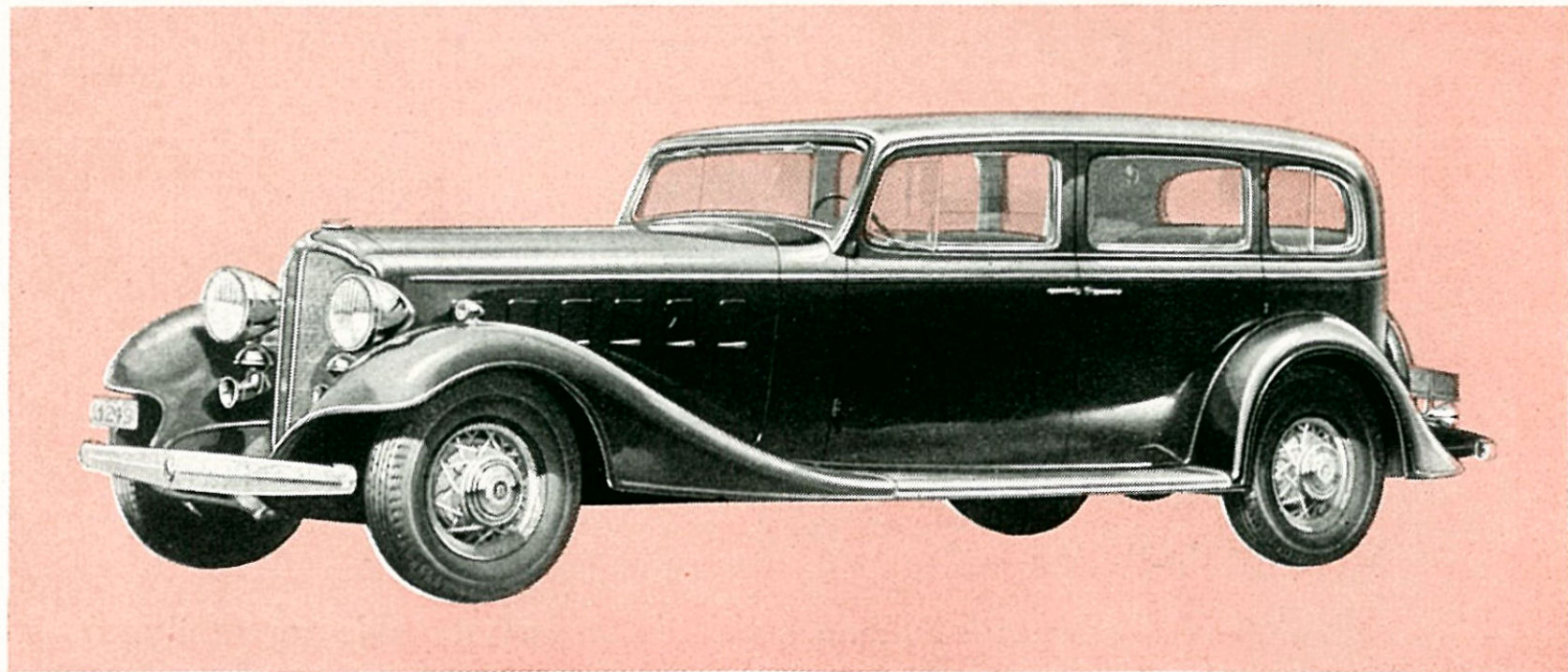
MODEL 8-86S FOUR-PASSENGER SPECIAL COUPE, (RUMBLE SEAT)
130 inch Wheelbase



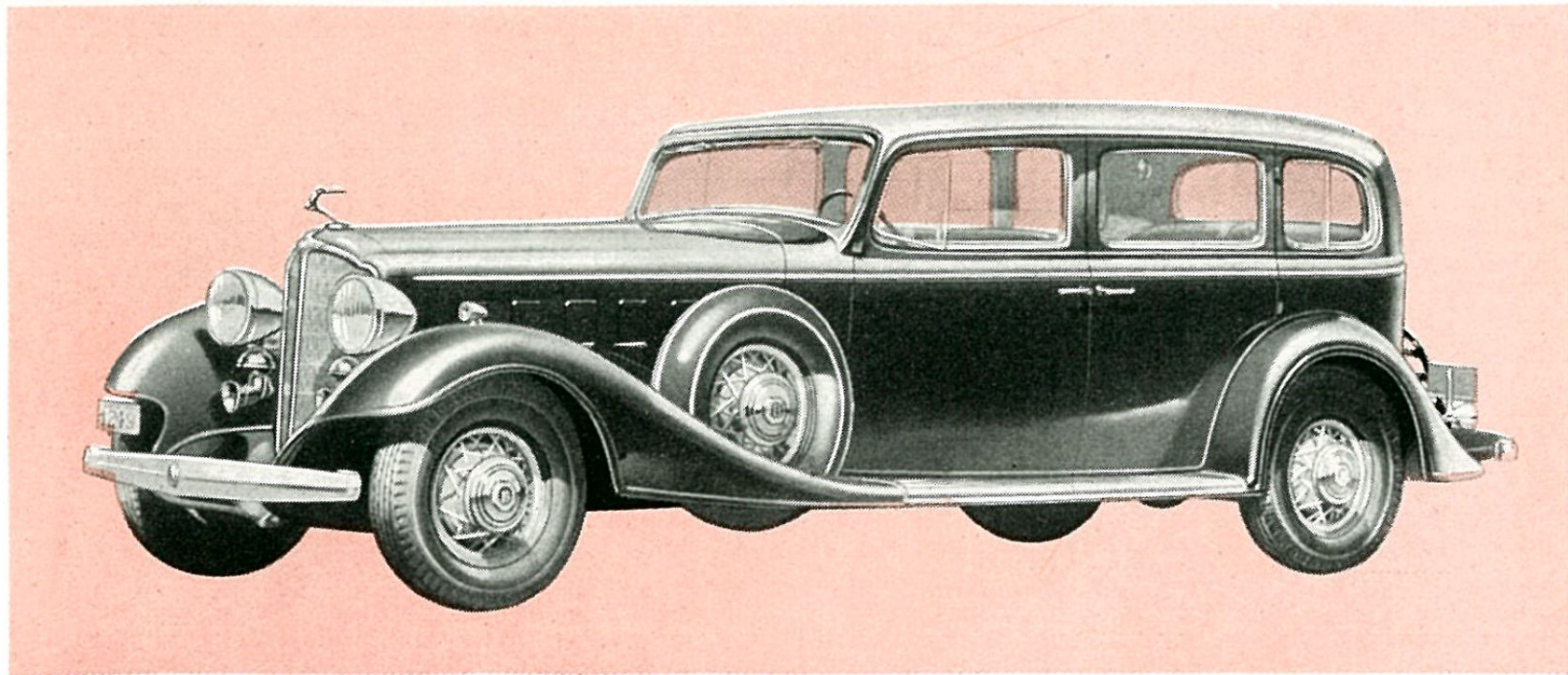
MODEL 8-86C FOUR-PASSENGER SPECIAL CONVERTIBLE COUPE (RUMBLE SEAT)
130 inch Wheelbase

1 3 8 I N C H W H E E L B A S E

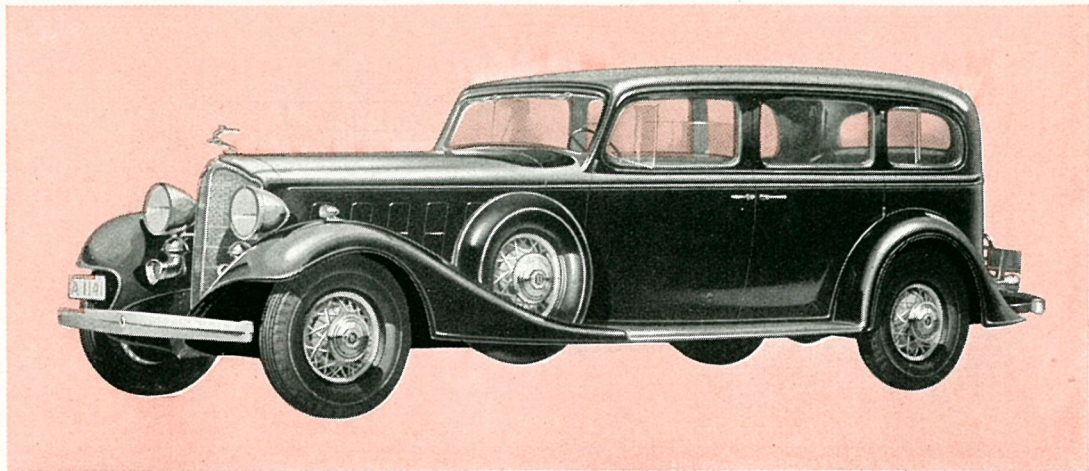
SUPERB in everything you expect of a motor car, down to the smallest detail . . . the Series 33-90 McLaughlin-Buicks reflect an atmosphere of luxury. With a selection of six beautiful models, this Series is fully able to satisfy all the requirements of the most discriminating owner.



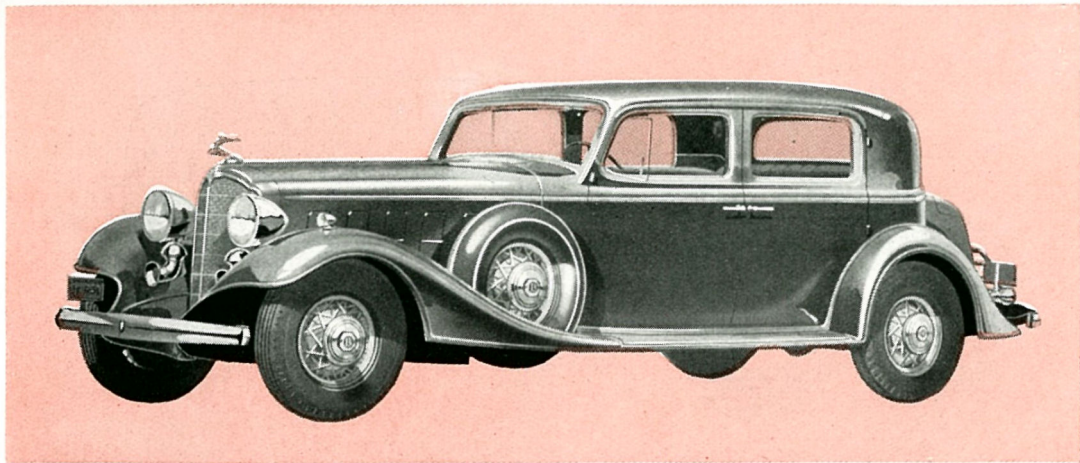
MODEL 8-90 SEVEN-PASSENGER STANDARD SEDAN ● 138 inch Wheelbase



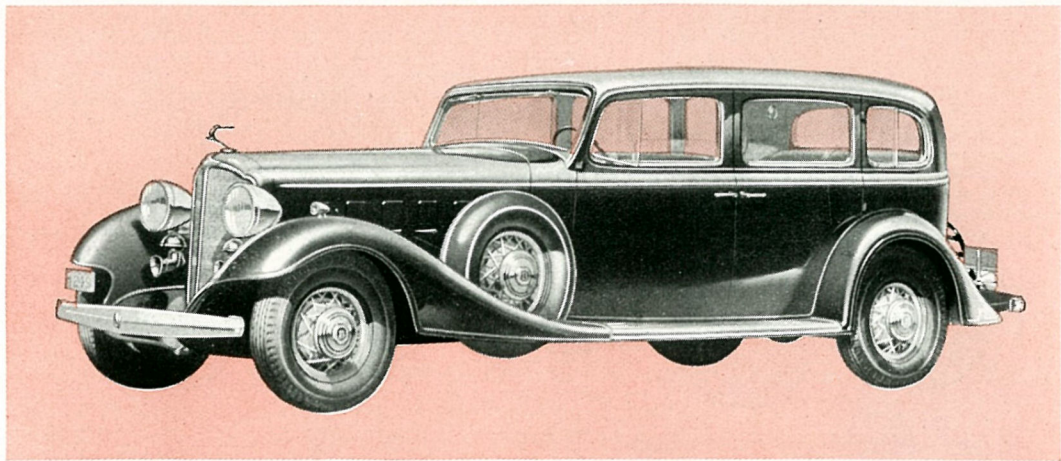
MODEL 8-90S SEVEN-PASSENGER SPECIAL SEDAN ● 138 inch Wheelbase



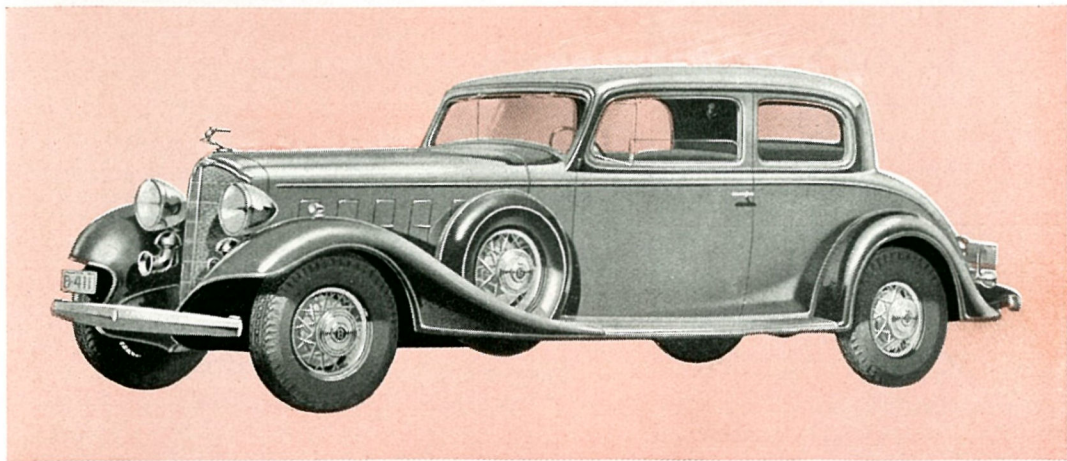
MODEL 8-90L SEVEN-PASSENGER SPECIAL LIMOUSINE ● 138 inch Wheelbase



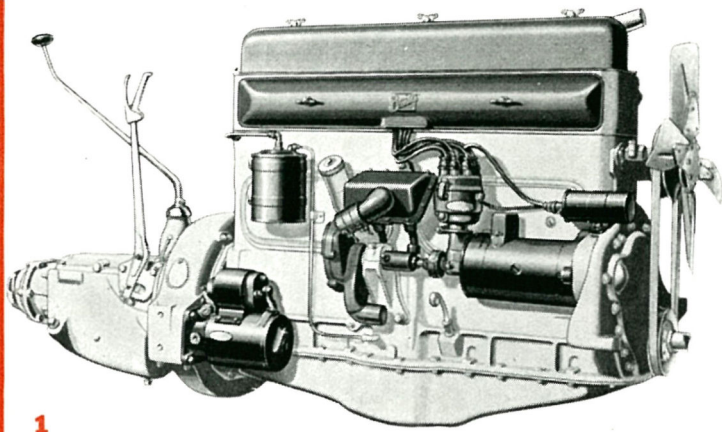
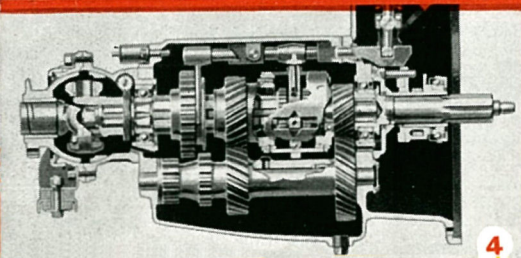
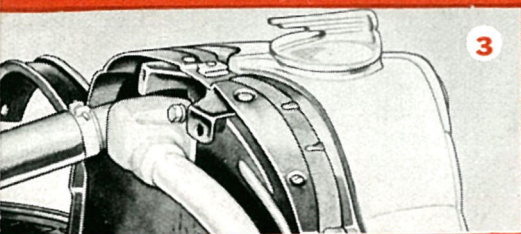
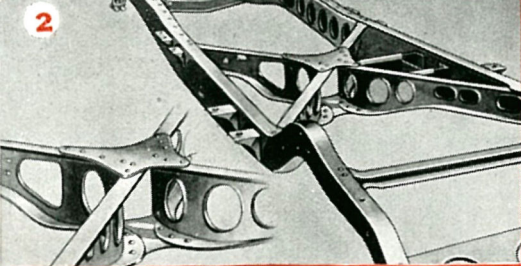
MODEL 8-91S FIVE-PASSENGER SPECIAL CLOSE-COUPLED SEDAN
138 inch Wheelbase



MODEL 8-97S FIVE-PASSENGER SPECIAL SEDAN ● 138 inch Wheelbase



MODEL 8-96S FIVE-PASSENGER SPECIAL COUPE (NO TRUNK) ● 138 inch Wheelbase

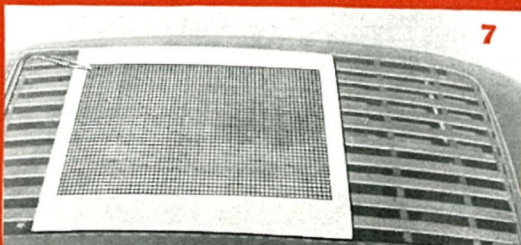
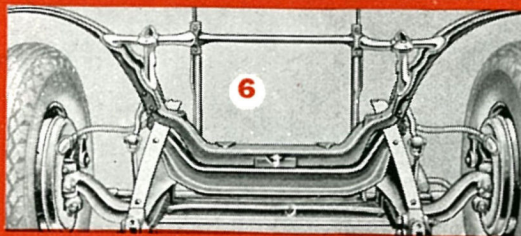
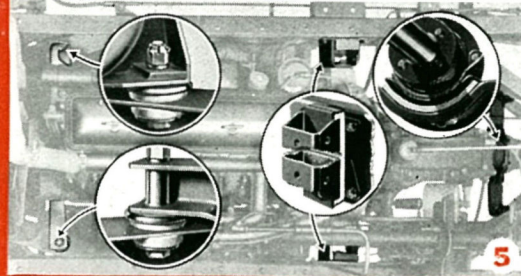


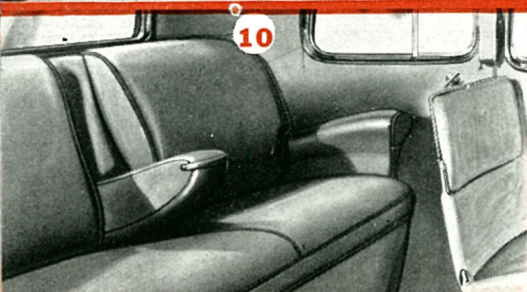
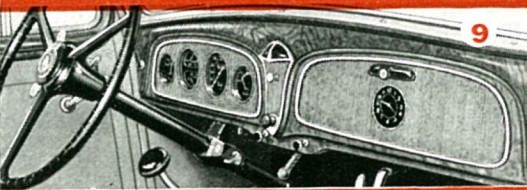
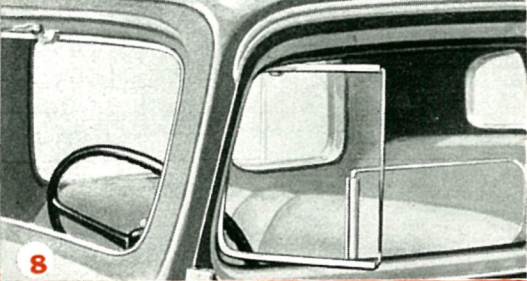
Notable improvements make the new McLaughlin-Buick even easier to drive, smoother riding and more than ever capable of giving More and Better Miles.

1 The new Straight Eight engine is amply powerful and offers an improved vacuum Clutch. **2** A new, rigid, extremely durable X-type frame is built in. **3** The thermostatically controlled radiator and cooling

system operate efficiently without need of radiator shutters. **4** The improved Syncro-Mesh Transmission incorporates a truly silent second gear. **5** The magnificently smooth engine is hung on five resilient rubber mountings, developed in combination with the new frame to give freedom from vibration with necessary stability. **6** The radiator, headlights and front fenders are so mounted that all front-end shake is eliminated, giving the car a wonderful feeling of rigidity. **7** All closed models have a distance-range radio aerial ready for connection to any type of radio instrument. Many other new features are provided to lessen effort on the part of the driver, such as the new starter button on the instrument panel and Centrifuse-drum brakes which afford a much softer pedal action and are more effective. It would be difficult indeed to conceive of a car offering greater certainty of smooth, reliable performance . . . or more mechanical improvements that make for easy, almost automatic driving.

The interior luxury and comfort of all four series of the new McLaughlin-Buick has been infinitely enhanced by the adoption, this year, of Fisher





No-Draft Ventilation. **8** This epochal new air-conditioning system assures clear, unclouded windows in wet weather . . . and enables each passenger to have the degree of ventilation he desires without danger of drafts to other occupants. **9** Eminently practical, as well as distinctive, is the new instrument panel. Instruments are of the aviation-type, grouped conveniently to the left where they are clearly visible through the improved three-spoke wheel. A large, handsome ash receptacle is located centrally for the convenience of both driver and passenger. The right hand half of the panel houses an exceptionally useful locked compartment, where small articles of apparel and the inevitable odds-and-ends may be stowed away, yet instantly accessible. **10** In the design of the sedan rear seats, McLaughlin-Buick has achieved patrician restfulness and comfort (the rear seat illustrated is that of Model 8-97). They are noticeably wider; upholstery is newly-styled for greatest relaxation; convenient arm rests, assist cords and rear ventilating windows are also provided. Truly, these interiors invite you to sink back and enjoy motoring!

SPECIFICATIONS IN BRIEF

ENGINE

McLaughlin-Buick valve-in-head eight cylinders in line cast as unit with upper half of crankcase. Five-point suspension in flexible rubber mountings, two at the front, two at the flywheel housing and one at the transmission.

	S.A.E. RATED HORSEPOWER	DEVELOPED HORSEPOWER
Series 90 and 80.....	35.12	113 at 3200 R.P.M.
Series 60.....	30.02	97 at 3200 R.P.M.
Series 50.....	27.61	86 at 3200 R.P.M.

	PISTON DISPLACEMENT	BORE AND STROKE
Series 90 and 80.....	344.8 cubic inches	3-5/16" x 5"
Series 60.....	272.6 cubic inches	3-1/16" x 4-5/8"
Series 50.....	230.4 cubic inches	2-15/16" x 4-1/4"

PISTONS AND RINGS

High grade cast iron pistons, electro plated with bronze bushings in the bosses. Four piston rings, two compression rings and one oil control ring above the piston pin and one oil control ring near the bottom of the piston skirt.

CONNECTING RODS

Drop-forged heat-treated steel of I-beam section.

CRANKSHAFT

Drop-forged heat-treated high carbon steel. Fully counter-weighted and equipped with ring-type Torsional Balancer. Complete assembly Statically and Dynamically balanced. Weight complete with Torsional Balancer:—
Series 90 and 80—144 lbs.; Series 60—115 lbs.; Series 50—99 lbs.

(Continued on following page)

Your 1933 McLaughlin-Buick is Protected by This Lubrication Service Plan

This year, McLaughlin-Buick offers a Dominion-wide Lubrication Plan in addition to its broad and generous Owner Service Policy. This new plan entitles the purchaser of any McLaughlin-Buick car to *ten free lubrications*—which may be obtained from any authorized McLaughlin-Buick dealer in Canada. It is designed to protect your investment and assure you of *More and Better Miles* from your McLaughlin-Buick.

LUBRICATION—Full pressure lubrication from gear pump to all crankshaft, connecting rod and camshaft bearings, and to rocker arm shaft. Continuous gravity feed to timing gears, and generator front bearing. Normal lubricating pressure is 35 pounds. **CRANKCASE VENTILATION — OIL TEMPERATURE REGULATOR — OIL FILTER**

OIL CAPACITY—Series 90 and 80: dry—10-1/2 imp. quarts; refill—7-1/2 imp. quarts. Series 60: dry—9-1/2 imp. quarts; refill—7 imp. quarts. Series 50: dry—7-1/2 imp. quarts; refill—6 imp. quarts.

COOLING—Harrison cellular type radiator core of new design with 20 per cent greater cooling properties. Thermostat placed in water outlet at top of engine and system provided with by-pass to allow water to circulate through the motor while heating up and before temperature is high enough to open thermostat, after which water flows through radiator in usual manner.

FUEL SYSTEM—Gasoline drawn from tank at rear, through pipe mounted outside of and insulated from frame, by AC fuel pump.

GASOLINE TANK CAPACITY—Series 90 and 80—18 imperial gallons. Series 60—16 imperial gallons. Series 50—13 imperial gallons.

CLUTCH—Series 90 and 80 are twin plate type, 9" diameter with surface area of 121.74 square inches. Series 60 is single plate type, 9-7/8" diameter with surface area of 91.82 square inches. Series 50 is single plate type, 9-1/2" diameter with surface area of 80.4 square inches.

AUTOMATIC CLUTCH CONTROL—Automatic control consists of a vacuum cylinder connected to the intake manifold through a control valve. A pendulum-actuated valve engages the clutch smoothly. The control valve is operated by a toe button at left of clutch pedal.

TRANSMISSION—The famous Syncro-Mesh transmission is used, again, with silent second speed.

DRIVE—The famous torque tube drive is retained.

REAR AXLE—In Series 90, 80 and 60, a three-quarter floating type axle is used, in which the load is carried on the outer ends of the axle housings. In Series 50, the load is carried by the axle shafts (semi-floating).

FRAME—All Series double-dropped, girder or bridge "X" type. The maximum depth and width of the side members are:—

Series 90 & 80—7-3/4" x 2-3/4" Series 60—7" x 2-1/4"
Series 50—6-1/2" x 2-1/4"

SHOCK ABSORBERS—Entirely new inertia automatic type Delco-Remy shock absorbers are standard equipment. Double acting on all but the 50 Series. Inertia shock absorbers automatically adjust themselves to any road condition.

WHEELS—Demountable wire wheels, 17" diameter with drop center rims. **TIRES**—Series 90 and 80—17 x 7.00—6 ply; Series 60—17 x 6.50—6 ply; Series 50—17 x 6.00—4 ply.

WINDSHIELD AND GLASS—Highest grade safety glass standard in windshield and all windows of 90 and 80 Series and in the windshield and window ventilators on 60 and 50 Series.

GENERAL MOTORS PRODUCTS OF CANADA, LIMITED • OSHAWA, ONTARIO



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